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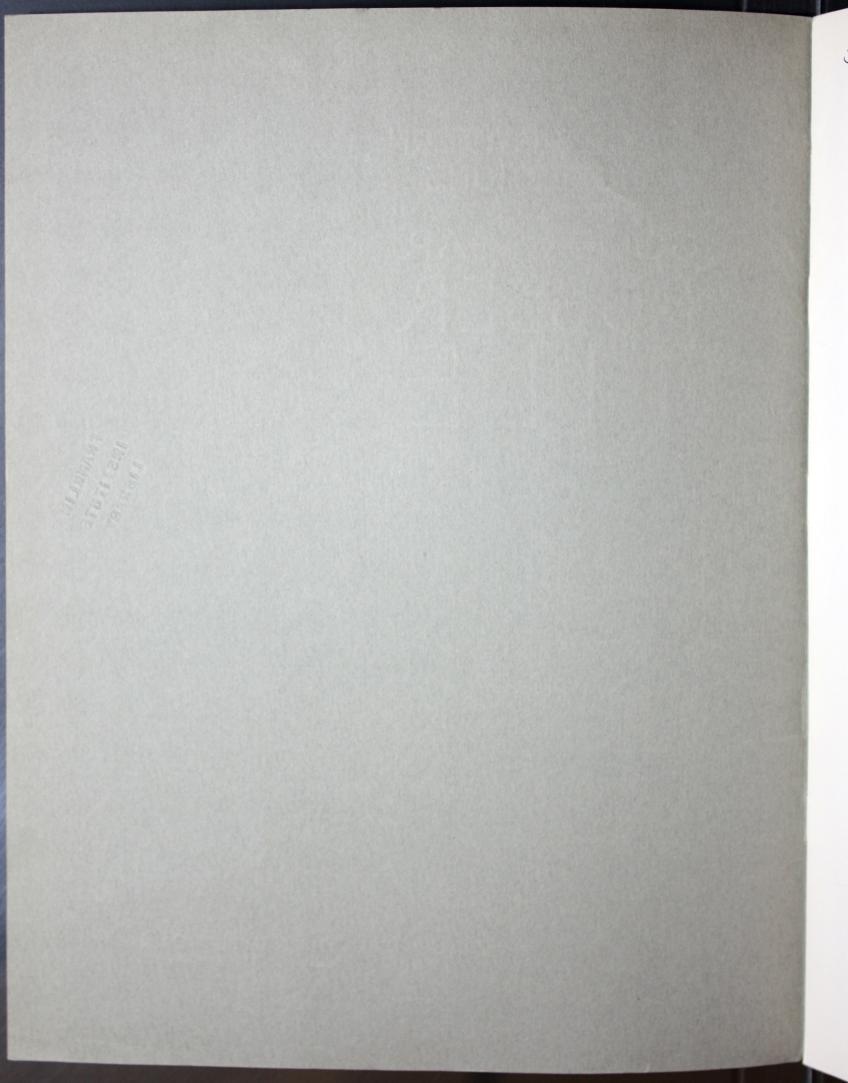
COLOR & PATTERN SUGGESTIONS

GOOD FEAR

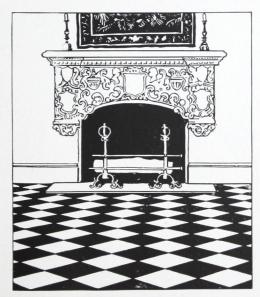
RUBBER

THE GOODYEAR TIRE & RUBBER CO., INC.

AKRON — LOS ANGELES



GOOD FYEAR RUBBER TILE



IT'S THE FLOOR THAT YOU SEE AND FEEL

(1928)

OOF, walls, and floor. These make a house. The roof, our very symbol for shelter, we live beneath. Walls, to safeguard our privacy and possessions, we live within. But floors, that separate us only by inches from the trodden earth of cave or hut, we live upon.

Here, then, is the part of our house that works. Doors swing and windows open and close. Roof and walls may weather, but it is the floor that wears. For every pattering drop overhead there is a scuffing blow struck under foot. For every clawing wind at the corners, there is an attack at the floor by frost or damp. And always the tramp, tramp of clicking, stout-shod feet.

So that if floors were just to walk upon there should be good reason for Goodyear Rubber Tiles. Like smooth, cropped turf the floor fashioned from these neat shapes stills the clatter of heels and gives the soles a pleasant and confident way.

But, surely, floors are to be seen as well as walked upon! Enter any unfamiliar place and your eyes drop instinctively to guide your steps. Instantly, the floor becomes foreground for any presentation of furnishings or occupants.

Just so, arrivals at your door first see your floor. No matter what purpose calls them to the rooms you providetrade, worship, counsel, or simple friendliness — observe those quick, down glances.

Not only do they see your floor, but they feel it and wear it! So that if you are now concerned with the construction or maintenance of a building where all day long hurrying feet scour and grind at floors, consider carefully the economical advantages of Goodyear Rubber Tile.

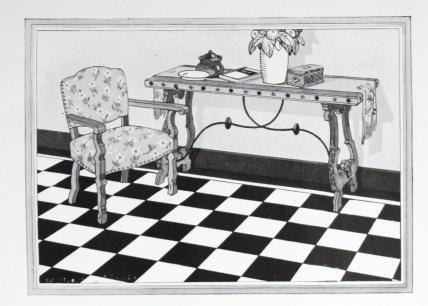
It may be an office building. There, the quiet of hallways and aisles will be helpful and profitable for tenants.

Or it may be a church, or school, or hospital, where any floor more harsh to the tread or eye means unthinkable distraction.

Or a store, or shop, perhaps, where clean, comfortable floors of Goodyear Rubber Tiles will enhance your displays and add to the comfort of clerk and customer alike.

In any case, if you would avoid the expensive repairs that the scratching, gouging march of countless shoes necessitate; if you would have floors that remain whole and neat, easy and quiet, build them from Goodyear Rubber Tiles.

And for your home nothing is so good, or good enough! as floors of Goodyear Rubber Tiles.



Goodyear Rubber Tiles Are Genuine Tiles

OW, no disguise can provide the full, rich effect of tiles laid singly, one by one, into a pattern of pleasing collective beauty. The eye finds in the true tile floor a multiple of easy, soft lines that are graceful in contrast to the hard, drafting-board geometry of simulated tile. Just as a painting differs from a mechanical drawing.

And throughout runs the combinations of colors that you have chosen to make your floor decorative as well as useful—easy to look upon; easy to stand upon.

Goodyear Rubber Tiles provide the means to faithful reproduction of the medieval and old country tile floors. The difference is in the material—not in the artistry—a material that is quiet to walk upon; that is comfortable. The hard, unyielding and chill surface of slate, marble or other stone, or the glaze of ceramic tile, does not compete for utility, safety, or beauty with Goodyear Rubber Tiles.

As for color possibilities consider these tiles! Formal black and white, of course, for conventional patterning, restful greens and cool blues, autumnal browns and yellows; tropical pinks and Spanish reds. No less than 30 colorings affording many combinations and patterns.

Goodyear Means Good Wear

Equipment specially designed for tile manufacture is used; all the technical skill of Goodyear's great Research and Development Departments is available. Because of the many years of experience as a background to make a proper compound for rubber to be used for a floor

OODYEAR Rubber Tiles are made by The Goodyear Tire & Rubber Company of Akron, Ohio, and the slogan "Goodyear Means Good Wear" is applicable to this product as to all other articles that Goodyear makes.

covering, Goodyear Rubber Tiles are successful.

Because of the many hundreds of thousands of feet now installed in all types of floor areas which can be referred to as testimonials to its quality, Goodyear Rubber Tiles have demonstrated their value.

Compound is a very important factor of any rubber—should crude rubber be used without the various other elements necessary for the proper compound—it would not be of any use at all in floor work, because it would not have durability and it would not have beauty.

Goodyear compound is the result of all our years of experience in the chemistry of rubber.

Compound, however, is just one of the essentials of Rubber Tile. It should have certain very important mechanical features which are very necessary in the actual installation of this material as a floor covering.

It should be uniform in size. It should be uniform in thickness.

A great deal of thought combined with the resources of our Machine Design Department has developed machines which cut Goodyear Rubber Tile as

perfectly as is mechanically possible.

This Department also has developed equipment which will machine Goodyear

Rubber Tile to a thickness of the closest possible tolerances.

The development of all these details in the manufacture of Goodyear Rubber Tile has been worked out to the minutest of exactitude, based on the practical knowledge of the requirements necessary in rubber tile as it fits in as an integral part of the building.

We have fortified ourselves with practical men in the building business who are conversant with all the details that arise in floor construction work.

We have spared no effort in selecting the firms that now have the franchise for the distribution of Goodyear Rubber Tile.

These franchises were given because the individuals or firms concerned know the proper methods of installation for Goodyear Rubber Tile. They are thoroughly conversant with building construction and know the right and wrong way. They take pride in their work and are responsible—and can be called on for information because of their expertness in their line.

The inherent quality of Goodyear Rubber Tiles combined with the installation knowledge and serv-

ice of our carefully chosen distributors, gives to the architect or owner every assurance of entire satisfaction.



COLOR PATTERN SUGGESTION





Consider Its Decorative Possibilities



From the following list of colors both plain and blended (or veined) there can be selected any one of many combinations to match interior design or decoration suitably.

No.

- 1. White-Devonshire
- 2. Black-Jet
- 3. Pink-China
- 4. Gold-Aztec
- 5. Maroon-Mahogany
- 6. Chocolate—Oriental
- 7. Light Gray-Napoleon
- 8. Dark Gray-Slate
- 9. Blue-Mediterranean
- 10. Dark Green-Olive
- 11. Light Green-Jade
- 20. White and Black-Cathedral
- 21. Black and White-Gothic
- 22. Gold and Black-Mission
- 23. Black and Gold-Pueblo
- 24. White and Blue-Dutch
- 25. Blue and White-Holland
- 26. White and Light Green—Cuban
- 27. Light Green and White—Caribbean

No.

- 50. White, Green and Black— Venetian
- Black, Green and White— Verde Antique
- White, Maroon and Black— Alcazar
- 53. Maroon, White and Black—Canyon
- 54. Yellow, Chocolate and White— Balisand
- 55. Chocolate, Yellow and White— Delta
- 56. Light Gray, Dark Gray and White—Etna
- 57. Dark Gray, Black and White—Abbey
- Black, Maroon and Gold— Alamo
- 59. Pink, Cream and Dark Gray-Laurel







